

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 085964

E.O. 11652: N/A

TAGS: BFOL,IR

SUBJECT: FOREIGN SALES OR JOINT VENTURE OPPORTUNITY: SELF

ADHESIVE LABLES AND PVC DECORATIVE WALL COVERINGS:

MORGAN ADHESIVES CO., STOW, OHIO: OPPORTUNITY NO.
4-74-083

1. MORGAN ADHESIVES CO. MANUFACTURES SELF-ADHESIVE FILMS, FOILS, AND PAPERS; PRESSURE SENSITIVE LABLES; AND A VARIETY OF TAPES AND ADHESIVE MATERIALS. THE FIRM IS LISTED IN THE D&B MILLION DOLLAR DIRECTORY WITH ANNUAL SALES OF \$44 MILLION AND 800 EMPLOYEES. MORGAN IS A SUBSIDIARY OF THE BEMIS CO., WHICH IS REPORTED TO HAVE SALES OF \$428 MILLION AND 14,000 EMPLOYEES. MORGAN PRODUCT BROCHURES AND ANNUAL REPORTS ARE BEING AIR POUCHED.

2. MORGAN ADHESIVES WISHES TO SEEL TURNKEY PLANTS IN IRAN TO PRODUCE (1) SELF-ADHESIVE LABELS; (2) PVC DECORATIVE WALL COVERINGS. THEY WILL CONSIDER A JOINT VENTURE ARRANGEMENT AS AN ALTERNATIVE AND WILL AGREE TO MANAGEMENT CONTRACTS. MORGAN WOULD PREFER TO DEAL WITH FINANCIALLY SOLID INVESTORS, GOVERNMENT AND PRIVATE, RATHER THAN BUSINESSMEN WITH CONFLICTING INTERESTS. THUS THEY DO NOT REQUIRE THAT PROSPECTIVE PARTNERS HAVE EXPERIENCE IN THEIR PRODUCT LINES.

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PAGE 02 STATE 085964

3. MORGAN HAS HAD NO PREVIOUS CONTACTS IN IRAN. CHIEF

COMPETITORS ARE 3M CO., CONTAC, AND JACKSTADT (GERMAN). MORGAN WILL PROVIDE TECHNOLOGY, MANAGEMENT, AND SPECIAL MACHINERY; LOOKS TO PARTNER FOR FINANCIAL CONTRIBUTION AND KNOWLEDGE OF IRAN'S BUSINESS AND ECONOMIC STRUCTURE.

4. MR. BURTON D. MORGAN, CHAIRMAN OF THE BOARD, PLANS TO VISIT IRAN AROUND THE FIRST WEEK IN JUNE AND WILL VISIT THE POST'S ECONOMIC/COMMERCIAL SECTION. HE UNDERSTANDS THAT FEEDBACK FROM HIS REQUEST MAY TAKE SEVERAL MONTHS, BUT NATURALLY HE WILL BE PLEASED TO FOLLOW-UP ANY LEADS THAT CAN BE PROVIDED HIM WHILE HE IS IN IRAN.

5. THE EMBASSY IS REQUESTED TO CIRCULATE THIS JOINT VENTURE/ SALES OPPORTUNITY AS APPROPRIATE AND TRANSMIT THE NAMES OF INTERESTED RESPONDENTS TO FOREIGN INVESTMENT SERVICES STAFF FOR TRANSMITTAL TO MR. MORGAN. POST COMMENTS ON THE CAPABILITIES OF FIRMS RESPONDING WILL BE APPRECIATED. KISSINGER

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